

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRLH-TV, Richmond, VA	Date: 10/12/2016
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I, Smart Media Group,

being/on behalf of: Berry for Richmond Mayor,

a legally qualified candidate of the Republican

political party for the office of: _____

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

Attach proposed schedule with charges (if available): \$2,380.00

I represent that the payment for the above described broadcast time has been furnished by:

Berry for Richmond Mayor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/12/2016

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Anne Dolan

Printed Name

GSM

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, _____
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

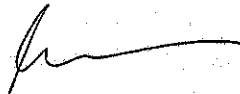
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

Attach proposed schedule with charges (if available): \$2,380.00

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



WRLH FOX Richmond
1925 Westmoreland St
Richmond, VA 23230

Smart Media Group-Alexandria
1427 Leslie Ave
Ste 100
Alexandria, VA 22301

Contract # 2660102
Schedule Dates 10/14/16-10/19/16
Advertiser Jack Berry for Mayor-D (112628)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Jack Berry For Mayor 2016 (867907)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Michele Brooks,
Phone/Fax /
CPE BERR/ORDR/CL3C19
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Berry for Richmond Mayor

Date Entered 10/12/16
Last Modified 10/12/16
Entered By Jordan Moeller
CO-OP No
Headline # ECR25328539
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$420.00
Net Total \$2,380.00
Sales Tax

Richmond (WRLH)
By Broadcast Month
Oct 2016 Spots 5 Rate \$2,800.00
Grand Total: 5 \$2,800.00

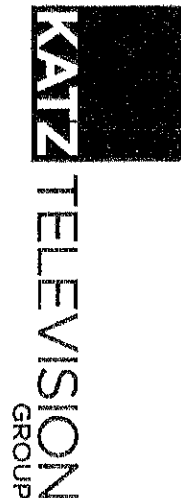
10/12/16
10/12/16
10/12/16

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/14/16-10/14/16	4	:30	10P- News-Fox Richmond News @ 10						1			1	\$200.00	\$200.00	Richmond (WRLH)	LATE NEWS	10/12/16
2.0	Normal Line / News	10/18/16-10/18/16	4	:30	10P- News-Fox Richmond News @ 10			1						1	\$200.00	\$200.00	Richmond (WRLH)	LATE NEWS	10/12/16
3.0	Normal Line / News	10/19/16-10/19/16	4	:30	10:30P- News-Fox Richmond News @ 10 Late Run				1					1	\$200.00	\$200.00	Richmond (WRLH)	LATE NEWS	10/12/16
4.0	Normal Line / Prime	10/19/16-10/19/16	2	:30	9P- FOX-FOX News Special Presidential Debate				1					1	\$2,000.00	\$2,000.00	Richmond (WRLH)	PRESIDENTIAL DEBATE	10/12/16
5.0	Normal Line / News	10/17/16-10/17/16	4	:30	10P- News-Fox Richmond News @ 10		1							1	\$200.00	\$200.00	Richmond (WRLH)	LATE NEWS	10/12/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbjlineu/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



125 West 55th St
New York, NY 10019

2660102

Contract # 25328539		Changes as of: 10/12/2016 at 10:58 AM		Version: Current State Version 4	
CPE: BERRY/ORDR/C13C19		Flight: 10/13/16 - 10/19/16		Station: WRLH	
Agency: Smart Media Group		Advertiser: Berry for Richmond Mayor		Market: Richmond	
1427 LESLIE AVE		Product: Berry for Richmond Mayor		Office: WASHINGTON	
SUITE #102		Agency Order #: 30049572		Primary Demo: Adults 35+	
ALEXANDRIA, VA 22301		Buyer: Brooks, Michele		Con Type: POLITICAL/VOTE	
		Salesperson: JAMES SCUTARI		Assistant: JAMES SCUTARI	
		202-955-5342		202-955-5342	
		Separation:		Traffic #: 2660102	
				Total GRP: 22.1	
				Total CPP: \$126.70	
				Total Spots: 5	
				Total \$: \$2,800.00	

Comments: Berry Addition Flight Dates 10/13-10/19 INDICATED AS ADD IN THE PROGRAM TITLE Please confirm receipt. Michele Brooks

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/13 - 10/19										Total Spots	Total \$	CPP	GRP								
							10/13	10/14	10/15	10/16	10/17	10/18	10/19															
	M-F 10P-10:30P		LATE NEWS	\$200.00	4.7	30	0	1	0	0	0	1	1	0		2	\$400.00	\$42.55	9.4									
	W 2 9P-11P		PRESIDENTIAL DEBATE	\$2,000.00	3.3	30	0	0	0	0	0	0	1			1	\$2,000.00	\$606.06	3.3									
	M-F 10P-10:30P		LATE NEWS	\$200.00	4.7	30	0	0	0	0	0	1	0	0	0	1	\$200.00	\$42.55	4.7									
+TX ADD Changes: Program from ADD LATE NEWS to LATE NEWS																												
	W 10:30P-11P		LATE NEWS	\$200.00	4.7	30	0	0	0	0	0	0	0	0	1		1	\$200.00	\$42.55	4.7								
LATE AIR DUE TO DEBATE																	5	\$2,800.00	\$126.70	22.1								
TOTALS:																	0	1	0	0	1	1	2					

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25328539	Changes as of: 10/12/2016 at 10:58 AM	Version: Current State Version 4
CPE: BERRY/ORDR/C13C19	Flight: 10/13/16 - 10/19/16	Station: WRLH
Agency: Smart Media Group	Advertiser: Berry for Richmond Mayor	Market: Richmond
Product: Berry for Richmond Mayor	Agency Order #: 30049572	Office: WASHINGTON
SUITE #102	Buyer: Brooks, Michele	Primary Demo: Adults 35+
ALEXANDRIA, VA	Salesperson: JAMES SCUTARI	Con Type: POLITICAL/VOTE
22301	Assistant: JAMES SCUTARI	Total Spots: 5
	202-955-5342	Total CPE: \$126.70
		Total GRP: 22.1
		Traffic #: 2660102
		Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/12/16 10:58 AM	JAMES SCUTARI	Berry Addition Flight Dates 10/13-10/19 INDICATED AS ADD IN THE PROGRAM TITLE Please confirm receipt. Michele Brooks
10/12/16 10:58 AM	JAMES SCUTARI	Berry Addition Flight Dates 10/13-10/19 INDICATED AS ADD IN THE PROGRAM TITLE Please confirm receipt. Michele Brooks
10/12/16 10:41 AM	Jordan Moeller	10/19 Late News runs at 10:30p due to Presidential Debate. Can place spot in late run of the news. - JRM
10/11/16 3:35 PM	JAMES SCUTARI	Berry Order Flight Dates 10/13-10/19 Please confirm receipt. Michele Brooks
10/11/16 3:35 PM	JAMES SCUTARI	Berry Order Flight Dates 10/13-10/19 Please confirm receipt. Michele Brooks

Competitive Information	
Market Budget:	\$31,111
WRLH Share:	9%
Comment:	
WRC:	29%
WTVR:	28%
WUPV:	1%
WWBT:	33%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	5	\$2,800.00	22.1
Total	100%	5	\$2,800.00	22.1

Monthly Summary		
Month	Spots	Dollars
2016-Oct	5	\$2,800.00
Total	5	\$2,800.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$ Comment
Revision	10/12/16 10:58 AM	JAMES SCUTARI	Revised		\$0	Changes: Competitive Market Budget from \$28,889 to \$31,111. User Entered \$ from \$0
Revision	10/12/16 10:55 AM	GOTOSTRAJAiscutari2	Updated	1	\$200.00	Changes: Comments from Berry Order Flight Dates 10/13-10/19 Please confirm receipt. Michele Brooks to Berry Addition Flight Dates 10/13-10/19 INDICATED AS ADD IN THE PROGRAM TITLE Please confirm receipt. Michele Brooks. Total \$ from \$2,600.00 to \$2,800.00. Total GRPs from 17.4 to 22.1. Total Spots from 4 to 5, Total CPE from \$143.43 to \$126.70. 1 buyline added or modified.
Queued for Electronic Contracting	10/11/16 4:00 PM				\$0	
Revision	10/11/16 3:35 PM	JAMES SCUTARI	Confirmed		\$0	Changes: Product from Order to Berry for Richmond Mayor. User Entered \$ from \$0.00 to \$2,600.00.
New	10/11/16 3:34 PM	JAMES SCUTARI	New	4	\$2,600.00	

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



WRLH FOX Richmond
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Richmond, VA 23230

Smart Media Group-Alexandria
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Contract # 2660102
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Advertiser Jack Berry for Mayor-D (112628)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Jack Berry For Mayor 2016 (867907)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Michele Brooks,
Phone/Fax /
CPE BERR/ORDR/C13C19
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Berry for Richmond Mayor

Date Entered 10/12/16
Last Modified 10/12/16
Entered By Jordan Moeller
CO-OP No
Headline # ECR25328539
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$390.00
Net Total \$2,210.00
Sales Tax

Richmond (WRLH)
By Broadcast Month
Oct. 2016
Grand Total:
Spots 4
Rate \$2,600.00
\$2,600.00

John
10/12/16

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/14/16-10/14/16	4	:30	10P- News-Fox Richmond News @ 10						1			1	\$200.00	\$200.00	Richmond (WRLH)	LATE NEWS	10/12/16
2.0	Normal Line / News	10/18/16-10/18/16	4	:30	10P- News-Fox Richmond News @ 10						1			1	\$200.00	\$200.00	Richmond (WRLH)	LATE NEWS	10/12/16
3.0	Normal Line / News	10/19/16-10/19/16	4	:30	10:30P- News-Fox Richmond News @ 10 Late Run								1	1	\$200.00	\$200.00	Richmond (WRLH)	LATE NEWS	10/12/16
4.0	Normal Line / Prime	10/19/16-10/19/16	2	:30	9P- FOX-FOX News Special Presidential Debate								1	1	\$2,000.00	\$2,000.00	Richmond (WRLH)	PRESIDENTIAL DEBATE	10/12/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



125 West 55th St.
New York, NY 10019

KATZ TELEVISION GROUP

Contract # 25328539	Changes as of: 10/11/2016 at 3:35 PM	Version: Highlighting Revision 1
CPE: BERRY/ORDR/C13C19	Flight: 10/13/16 - 10/19/16	Total \$: \$2,600.00
Agency: Smart Media Group	Advertiser: Berry for Richmond Mayor	Total Spots: 4
1427 LESLIE AVE SUITE #102 ALEXANDRIA, VA 22301	Product: Berry for Richmond Mayor	Total CPP: \$149.43
	Agency Order #: 30049572	Total GRP: 17.4
	Buyer: Brooks, Michele	
Salesperson: JAMES SCUTARI	Primary Demo: Adults 35+	
202-955-5342	Con Type: POLITICAL/VOTE	
Comments: Berry Order Flight Dates 10/13-10/19 Please confirm receipt. Michele Brooks	Assistant: JAMES SCUTARI	Separation:
	202-955-5342	

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/13	10/14	10/15	10/16	10/17	10/18	10/19	Total Spots	Total \$	CPP	GRP
1	M-F 10p-10:30p		LATE NEWS	\$200.00	4.7	30	0	1	0	0	0	1	1	3	\$600.00	\$42.55	14.1
2	W 9p-11p		PRESIDENTIAL DEBATE	\$2,000.00	3.3	30	0	0	0	0	0	0	1	1	\$2,000.00	\$606.06	3.3
TOTALS:							0	1	0	0	0	1	2	4	\$2,600.00	\$149.43	17.4

*10/19 - late news runs at 10:30p

2660162



125 West 55th St
New York, NY 10019

Contract # 25328539 Changes as of: 10/11/2016 at 3:35 PM Version: Highlighting Revision 1

CPE: BERRY/ORDR/C13C19 Flight: 10/13/16 - 10/19/16 Station: WRLH Total \$: \$2,600.00
Agency: Smart Media Group Advertiser: Berry for Richmond Mayor Market: Richmond Total Spots: 4

1427 LESLIE AVE Product: Berry for Richmond Mayor Office: WASHINGTON Total CPP: \$149.43

SUITE #102 Agency Order #: 30049572 Buyer: Brooks, Michele Primary Demo: Adults 35+ Total GRP: 17.4
ALEXANDRIA, VA
22301

Salesperson: JAMES SCUTARI 202-955-5342 Assistant: JAMES SCUTARI 202-955-5342

Separation:

Special Instructions

Order Level Comments

Date/Time Added by Comment
10/11/16 3:35 PM JAMES SCUTARI Berry Order Flight Dates 10/13-10/19 Please confirm receipt. Michele Brooks
10/11/16 3:35 PM JAMES SCUTARI Berry Order Flight Dates 10/13-10/19 Please confirm receipt. Michele Brooks

Competitive Information

Market Budget: \$28,889
WRLH Share: 9%
Comment:
WRIC: 29%
WTVR: 28%
WUPV: 1%
WWBT: 33%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	4	\$2,600.00	\$149.43	17.4
Total	100%	4	\$2,600.00	\$149.43	17.4

Monthly Summary

Month	Spots	Dollars
2016-Oct	4	\$2,600.00
Total	4	\$2,600.00

Transaction History

Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg	Contract \$	Comment
Revision	10/11/16 3:35 PM	JAMES SCUTARI	Revised			\$0	\$2,600.00	Changes: Product from Order to Berry for Richmond Mayor. User Entered \$ from \$0.00
New	10/11/16 3:34 PM	JAMES SCUTARI	New	4		\$2,600.00	\$2,600.00	

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.